

## AMENDMENTS TO CLAIMS

1 - 39. (Canceled).

40. (Currently Amended) A method for providing a personalized multimedia messaging service (MMS), the method comprising:

receiving a prepared ~~obtaining an~~ MMS message from a creator of the prepared MMS message, the MMS message being associated with, or including, an item of content; then

applying personalized metadata to the prepared MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message, the personalized metadata including metadata determining a personalized presentation-format of at least a portion of the item of content for display by the at least one targeted recipient in the personalized presentation-format; and then

transmitting the personalized MMS message to the at least one targeted recipient, unless the preferences of the at least one targeted recipient indicate that the at least one targeted recipient is not interested in receiving the personalized MMS message.

41. (Previously Presented) The method according to claim 40 and wherein the preferences of the at least one targeted recipient comprise preferences related to content.

42. (Currently Amended) The method according to claim 40 and wherein the MMS message comprises at least one of the following: the content; at least one link to the content; and at least one pointer to the content.

43. (Previously Presented) The method according to claim 42 and wherein said content comprises at least one of the following: text; video; a stills image; audio; a software attachment; and bundled multimedia.

44. (Previously Presented) The method according to claim 43 and wherein the bundled multimedia comprises at least one of the following: pop-up multimedia; and animated multimedia.

45. (Previously Presented) The method according to claim 43 and wherein the bundled multimedia comprises at least one of the following: Shockwave<sup>TM</sup> multimedia; Flash<sup>TM</sup> multimedia; a synchronized multimedia integration language (SMIL) file; and a simple animation format (SAF) file.

46. (Currently Amended) The method according to claim 40 and wherein said personalized metadata comprises at least one indicator of at least one of the following: a the creator of the MMS message; a provider of at least some content comprised in or associated with the MMS message; an MMS message title keyword; sponsorship of at least some content comprised in or associated with the MMS message; cost of at least some content comprised in or associated with the MMS message; a category in the MMS message; a rating of the MMS message; a duration of at least some content comprised in or associated with the MMS message; a creation time of the MMS message; a validity period of the MMS message; a genre of the MMS message; details of a performer performing in at least some content comprised in or associated with the MMS message; and a type of content comprised in or associated with the MMS message.

47. (Previously Presented) The method according to claim 40 and wherein the obtaining comprises obtaining the MMS message from at least one of the following: a content provider; and a user.

48. (Canceled)

49. (Currently Amended) The method according to claim ~~48~~ 40 and wherein the personalized format of presentation of the MMS message comprises at least one of the following: a personalized icon based format; and a personalized menu based format.

50. (Previously Presented) The method according to claim 40 and also comprising receiving the personalized MMS message at a communication appliance of the at least one targeted recipient.

51. (Previously Presented) The method according to claim 50 and wherein the communication appliance comprises at least one of the following: a cellular telephone; a portable communication device; a personal digital assistant (PDA); a computer based device with input/output (I/O) capabilities; a set-top box (STB); and MMS message reception and display equipment.

52-61. (Canceled).

62. (Currently Amended) A method for employing a personalized MMS message to create and display an electronic content guide (ECG) in a communication appliance, the method comprising:

receiving the personalized MMS message by the communication appliance; then

processing personalized metadata associated with the personalized MMS message by the communication appliance to generate personalized parameters determining a format of presentation of at least a portion of content comprised in or associated with the personalized MMS message; ~~and~~ then

employing at least some of using the personalized parameters by the communication appliance to create a personalized structure of in an the ECG~~electronic content guide (ECG)~~ ; and

displaying the personalized ECG by the communication appliance.

63. (Canceled).

64. (Previously Presented) The method according to claim 62 and also comprising enabling a user to view the at least a portion of content comprised

in or associated with the personalized MMS message in response to an indication of agreement by the user to pay for viewing the at least a portion of content.

65. (Previously Presented) The method according to claim 62 and also comprising enabling a user to listen to the at least a portion of content comprised in or associated with the personalized MMS message in response to an indication of agreement by the user to pay for listening to the at least a portion of content.

66. (Previously Presented) The method according to claim 62 and wherein said format of presentation comprises at least one of the following: an icon based format; and a menu based format.

67. (Previously Presented) The method according to claim 62 and wherein said format of presentation comprises a format of presentation adapted for performance of selections from the at least a portion of content comprised in or associated with the personalized MMS message.

68. (Currently Amended) An MMS message dispatcher system comprising:

a dispatcher processor to: receive a prepared ~~obtaining an~~ MMS message which is associated with, or includes, an item of content; and then to applying personalized metadata to the MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message, the personalized metadata including metadata determining a personalized presentation-format of at least a portion of the item of content for display by the at least one targeted recipient in the personalized presentation-format; and then

a dispatcher transmitter operatively controlled by the dispatcher processor to transmit the personalized MMS message to the at least one targeted recipient, ~~unless the preferences of the at least one targeted recipient indicate that~~

~~the at least one targeted recipient is not interested in receiving the personalized MMS message.~~

69. (Previously Presented) The dispatcher system according to claim 68 and wherein the preferences of the at least one targeted recipient comprise preferences related to content.

70. (Previously Presented) The dispatcher system according to claim 68 and wherein the MMS message is created by at least one of the following: a content provider; and a user.

71. (Previously Presented) The dispatcher system according to claim 68 and also comprising a user preference database storing the preferences of the at least one targeted recipient.

72. (Previously Presented) The dispatcher system according to claim 68 and wherein the dispatcher transmitter comprises a cellular telephone transmitter.

73. (Previously Presented) A mobile operator base station comprising the dispatcher system of claim 68.

74-75. (Canceled).

76. (Currently Amended) Apparatus for employing a personalized MMS message to create an electronic content guide (ECG), the apparatus comprising:

a receiving element to receive ~~receiving~~ the personalized MMS message; and

a processor to:

processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a

format of presentation of at least a portion of content comprised in or associated with the personalized MMS message, and then

to employ at least some of ~~using~~ the personalized parameters to create a personalized structure of the ~~in an~~ ECG; and  
an on-screen display unit to display the personalized ECG.

77. (Previously Presented) A cellular telephone comprising the apparatus of claim 76.

78. (Previously Presented) A set-top box (STB) comprising the apparatus of claim 76.

79-82. (Canceled).

83. (New) An MMS message dispatcher system comprising:  
means for receiving a prepared MMS message which is associated with, or includes, an item of content;  
means for applying personalized metadata to the MMS message for at least one targeted recipient according to preferences of the at least one targeted recipient, thereby producing a personalized MMS message, the personalized metadata including metadata determining a personalized presentation-format of at least a portion of the item of content for display by the at least one targeted recipient in the personalized presentation-format; and  
means for transmitting the personalized MMS message to the at least one targeted recipient.

84. (New) Apparatus for employing a personalized MMS message to create an electronic content guide (ECG), the apparatus comprising:  
means for receiving the personalized MMS message;  
means for processing personalized metadata associated with the personalized MMS message to generate personalized parameters determining a

format of presentation of at least a portion of content comprised in or associated with the personalized MMS message;

means for employing at least some of the personalized parameters to create a personalized structure of the ECG; and

means for displaying the personalized ECG.